



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Waterfront Strategies
1010 Wisconsin Ave., NW
Suite 800
Washington, DC 20007

Contract # 196000

Schedule Dates

09/18/12-09/24/12

Advertiser

Majority PAC (15936)

Agency

Waterfront Strategies (4018)

Product

Political-Political (1088)

Brand

VA Sen Majority PAC 9/18-9/24 (71696)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

Wood, Spencer

Phone/Fax

/

CPE

Majority PAC/Va Sen/Est. 1796 9/18-9/24

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est. 1796 VA Sen Maj PAC 9/18-9/24

Date Entered

09/17/12

Last Modified

09/17/12

Entered By

Susan Petro

CO-OP

No

Headline

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$30,712.50

Net Total

\$174,037.50

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month

Spots

Rate

Sep. 2012

70

\$204,750.00

Grand Total:

70

\$204,750.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|-------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|-------------|-----------------------|-----------------------|---------|
| 1.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 6A- NEWS-GOOD MORNING WASHINGTON @6A | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$1,000.00 | \$5,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 2.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 6:59A- ABC-GOOD MORNING AMERICA | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$1,800.00 | \$9,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 3.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 9A- LIVE! | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$1,000.00 | \$5,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 4.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 10:58A- ABC-THE VIEW | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$1,500.00 | \$7,500.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 5.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 11:59A- NEWS-ABC 7 NEWS @ NOON | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$1,500.00 | \$7,500.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 6.0 | Normal Line / SPOT | 09/18/12-09/21/12 | 3 | :30 | 12:30P- WHO WANTS TO BE A MILLIONAIRE (R) | 3 | | X | X | X | X | | | 3 | \$1,000.00 | \$3,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 7.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 3:01P- ANDERSON COOPER SHOW | 2 | 1 | 2 | 1 | 2 | | | | 7 | \$1,300.00 | \$9,100.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 7.0.1 | Preempt | 09/18/12 | | | | | | | | | | | | | | | WJLA Arlington (WJLA) | Weather Cut-in/Spot - | |
| 8.0 | Normal Line / SPOT | 09/18/12-09/21/12 | 3 | :30 | 4:58P- NEWS-ABC 7 NEWS @ 5P | 2 | | X | X | X | X | | | 2 | \$1,800.00 | \$3,600.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 9.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 5:59P- NEWS-ABC 7 NEWS @ 6P | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$2,100.00 | \$10,500.00 | WJLA Arlington (WJLA) | | 9/17/12 |

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Accepted-Agency/Advertiser:

Date:

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Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name Wood, Spencer
Phone/Fax /
CPE Majority PAC/VA Sen/Est: 1796 9/18-9/24
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est 1796 VA Sen Maj PAC 9/18-9/24

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$30,712.50
Net Total \$174,037.50
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Grand Total:
Spots 70
Rate \$204,750.00
\$204,750.00

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-------------------------------------|-----|----|----|----|----|----|----|----|-------|-------------|-------------|-----------------------|----------|---------|
| 10.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 6:58P- WHEEL OF FORTUNE | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$4,500.00 | \$22,500.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 11.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 2 | :30 | 7:27P- JEOPARDY | 1 | 1 | 1 | 1 | 1 | 1 | | | 5 | \$5,500.00 | \$27,500.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 12.0 | Normal Line / SPOT | 09/22/12-09/22/12 | 3 | :30 | 12P- NEWS SATURDAY ABC 7 NEWS @ 12N | | | | | | | 1 | | 1 | \$750.00 | \$750.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 13.0 | Normal Line / SPOT | 09/22/12-09/22/12 | 3 | :30 | 7P- WHEEL OF FORTUNE WEEKEND | | | | | | | 1 | | 1 | \$2,200.00 | \$2,200.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 14.0 | Normal Line / SPOT | 09/22/12-09/22/12 | 3 | :30 | 7:29P- JEOPARDY WEEKEND | | | | | | | 1 | | 1 | \$2,200.00 | \$2,200.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 15.0 | Normal Line / SPOT | 09/23/12-09/23/12 | 3 | :30 | 6:30P- NEWS-ABC 7 NEWS @ 630P | | | | | | | 1 | | 1 | \$1,800.00 | \$1,800.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 16.0 | Normal Line / SPOT | 09/23/12-09/23/12 | 3 | :30 | 6:58P- EMMY'S RED CARPET LIVE | | | | | | | 1 | | 1 | \$15,000.00 | \$15,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 17.0 | Normal Line / SPOT | 09/18/12-09/24/12 | 3 | :30 | 20938- NEWS-ABC 7 NEWS @ 11P | | 1 | 1 | 1 | 1 | 1 | | | 5 | \$3,000.00 | \$15,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 18.0 | Normal Line / SPOT | 09/18/12-09/20/12 | 3 | :30 | 11:35P- ABC-ABC NIGHTLINE | | | | | 1 | | | | 2 | \$1,800.00 | \$3,600.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 19.0 | Normal Line / SPOT | 09/24/12-09/24/12 | 3 | :30 | 7:57P- ABC--DANCING WITH THE STARS | | 1 | | | | | | | 1 | \$18,000.00 | \$18,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |

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| 20.0 | Normal Line / SPOT | 09/18/12-09/21/12 | 3 | :30 | 5:27P-6:30P (EST) | 2 | | X | X | X | X | | | 2 | \$5,000.00 | \$10,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 21.0 | Normal Line / SPOT | 09/18/12-09/21/12 | 3 | :30 | 5:57P-7P (EST) | 2 | | X | X | X | X | | | 2 | \$8,000.00 | \$16,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |
| 22.0 | Normal Line / COLLEGE FOOTBALL | 09/22/12-09/22/12 | 3 | :30 | 7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE | 1 | | | | | | 1 | | 1 | \$10,000.00 | \$10,000.00 | WJLA Arlington (WJLA) | | 9/17/12 |

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